

the Beautiful Chrysler



NEW YORKER AND NEW YORKER DELUXE MODELS



The Power of Leadership is Yours in a Chrysler



THERE IS A LOT of happiness and pleasure in the knowledge that, behind the wheel of the Chrysler New Yorker, the Power of Leadership is *yours*. Leadership in beauty and style. Leadership in performance—in comfort—in safety—Leadership in the prestige that comes with the ownership of anything *superlatively fine*, and eagerly desired, both by those who can, and those who cannot, unfortunately, *afford the finest*.

The Chrysler New Yorker and New Yorker Deluxe Models for 1954 are *superlatively fine*—beautiful to look at—thrilling to drive—comfortable to ride in—safe beyond comparison—and, they uphold, with pride and dignity, the traditions of those who have long known the *power of leadership*.



the NEW YORKER DELUXE NEWPORT



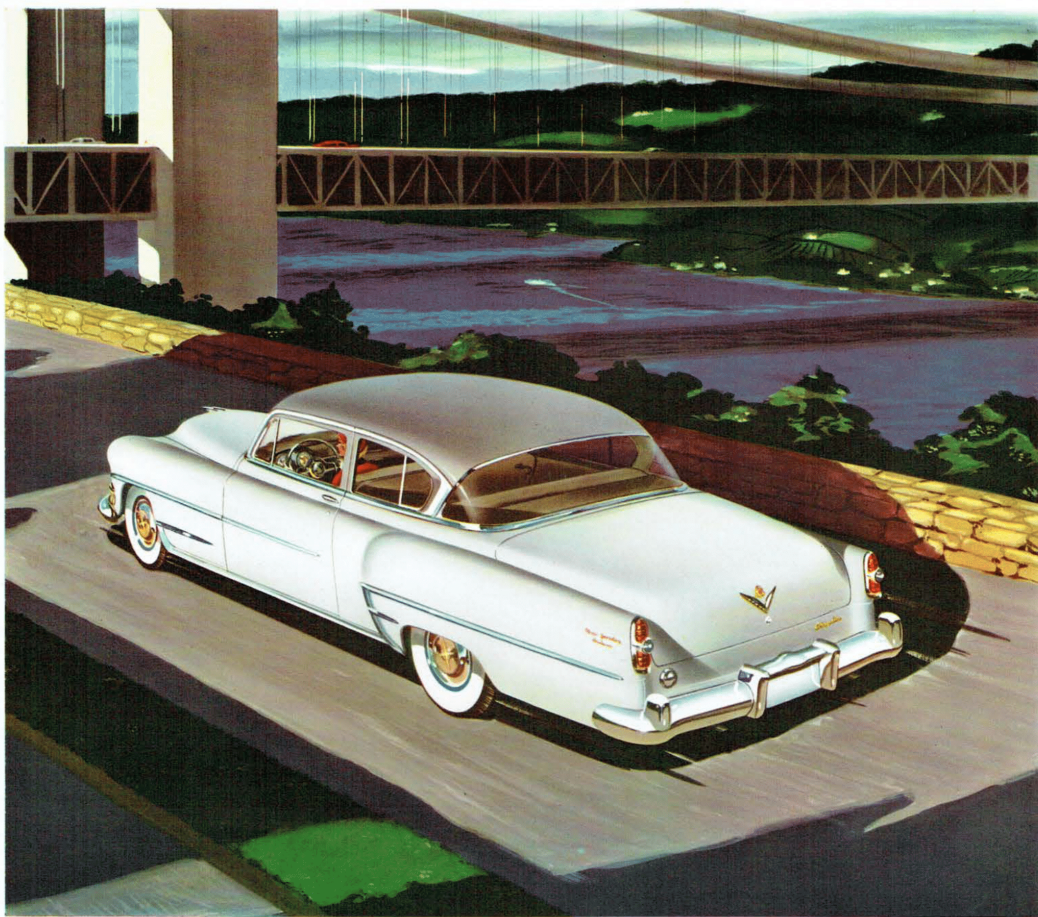
Since 1924, Chrysler has built some great cars—history-making cars that have paced the Industry, and have inspired other manufacturers to greater efforts, with the result that all car owners have, to a degree, benefited from the initiative, the ingenuity, and the success of Chrysler engineering. For 1954, our thirtieth anniversary, Chrysler again presents an outstanding car—the New Yorker Deluxe Model. This most desirable car has the 235 horsepower FirePower V8 engine, with the Hemispherical Combustion Chamber. It is the most advanced design—the only truly modern engine in the Industry today—with a performance of unexcelled excellence throughout its entire power range. More details are given on page 16.



the NEW YORKER DELUXE 6-PASSENGER SEDAN



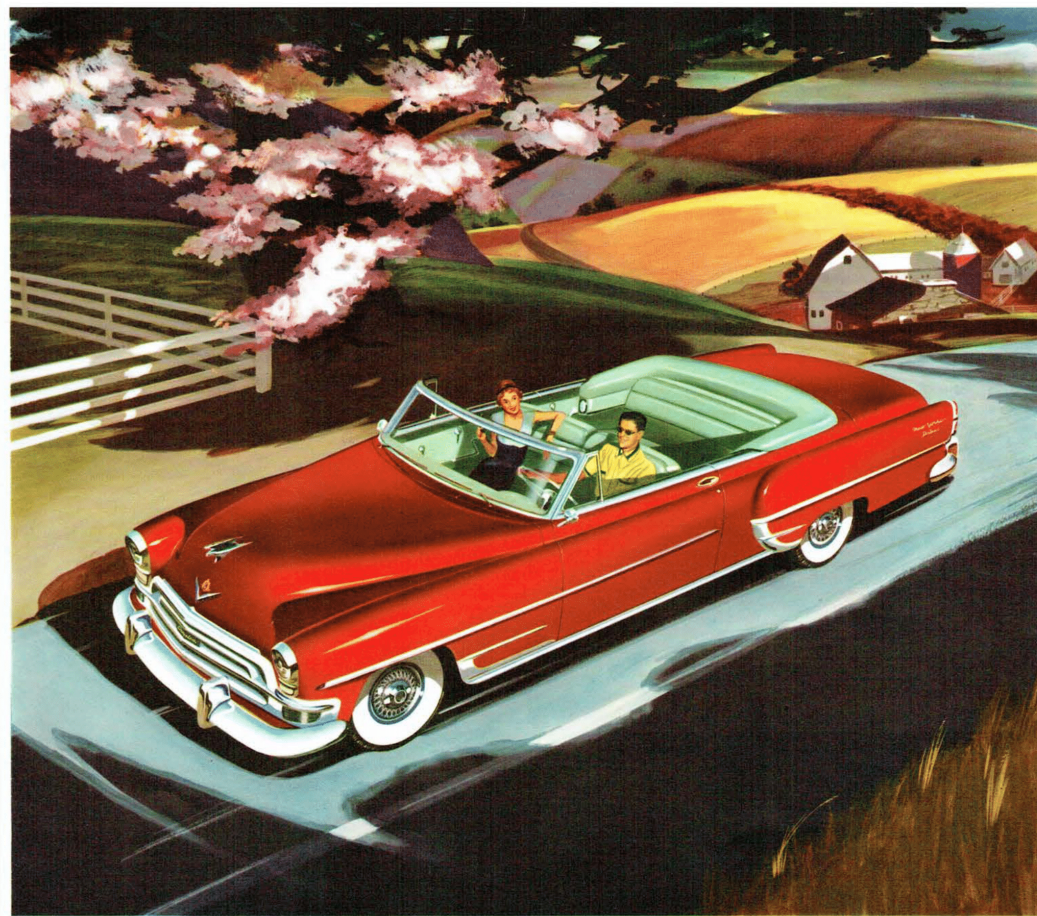
Another outstanding engineering feature on the New Yorker Models, is the revolutionary, new PowerFlite transmission that was developed and perfected by Chrysler engineers, over a long period of years, to complement the great Chrysler FirePower engine. PowerFlite is the smoothest operating, the quietest, the simplest in design, and the greatest performing fully-automatic transmission that has been produced. The simplified design of PowerFlite consists of a high-performance torque converter and two planetary gear sets. There is no clutch pedal—no gear-shifting. All normal driving is done in the Drive Range, which accelerates the car in low gear and automatically shifts to direct drive at the proper time.



the NEW YORKER DELUXE CLUB COUPE



There are four beautiful Body Styles in the New Yorker Deluxe line — the smart, stunning Convertible Coupe; the Club Coupe, illustrated above, a favorite body style of families with small children; the Newport, the convertible coupe type body with a solid steel top; and the luxurious Six Passenger Sedan. All four of these beautiful body types are powered by the new 235 horsepower FirePower V8 engine, and have the new, fully-automatic PowerFlite Drive—a combination that gives an all-around performance that is, we believe, unequalled by any other car in the world today. The wheelbase is 123½ inches; the over-all length, 215½ inches; the over-all width, 77½ inches; the over-all height (loaded) is 62½ inches.



the NEW YORKER DELUXE CONVERTIBLE COUPE



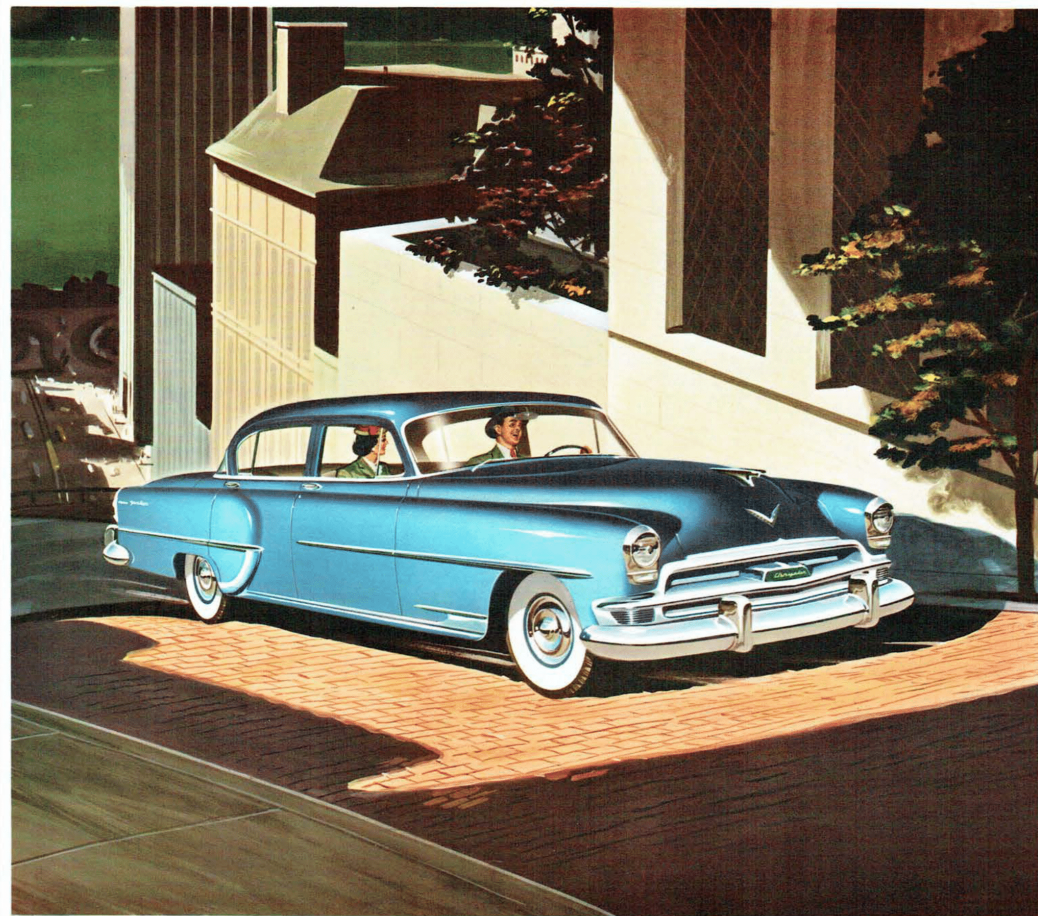
New exterior design features on the New Yorker Deluxe are the massive new grille of distinctive, graceful contours; a new bumper design that extends around the side, affording greater protection; a new headlamp and directional signal ensemble; new parking light design, located at the extreme edges of the grille; new chrome wheel covers, a smartly designed new medallion, mounted above the Chrysler V on both the hood and rear deck of the car; and heavy chrome moldings and stone-shields of new design, which accentuate the low, streamlined beauty of the silhouette of the car. Beautiful Wire Wheels, and White Sidewall tires, as illustrated on the Convertible Coupe above, are available on all body styles as extra equipment.



the NEW YORKER DELUXE



Another very important engineering feature that is available on both the New Yorker Deluxe and the New Yorker Model, is the now-famous Chrysler Power Steering, which was first introduced on passenger cars by Chrysler in 1951. This feature is regarded as the greatest convenience and safety feature ever developed for a motor car. Our power steering unit differs from others in that it works *full-time — every minute* when the engine is running, it does 80% of the work of turning the wheels. Other units require a four to seven pound pressure before it starts to operate, so you never know exactly when it is going to take over the job of turning the wheels. With Chrysler, you have absolute driver control and perfect road-feel *all the time*.



the NEW YORKER 6-PASSENGER SEDAN



In the New Yorker Model for 1954, there are five beautiful body types — the luxurious Six Passenger Sedan, shown above; the stunning Newport, which has the long, racy lines of the Convertible Coupe body, with a solid steel top; the two-door Club Coupe; the very regal Eight Passenger Sedan on the 139½ inch wheelbase chassis; and the smart and serviceable Town & Country Wagon. The wheelbase on the New Yorker is the same as on the Deluxe Model, that is 125½ inches. And practically all of the interior and exterior dimensions are the same. Both Models have the great, new PowerFlite fully-automatic Transmission, Power Brakes, the incomparable Safety-Level Ride and many other important engineering and design features.



the NEW YORKER NEWPORT



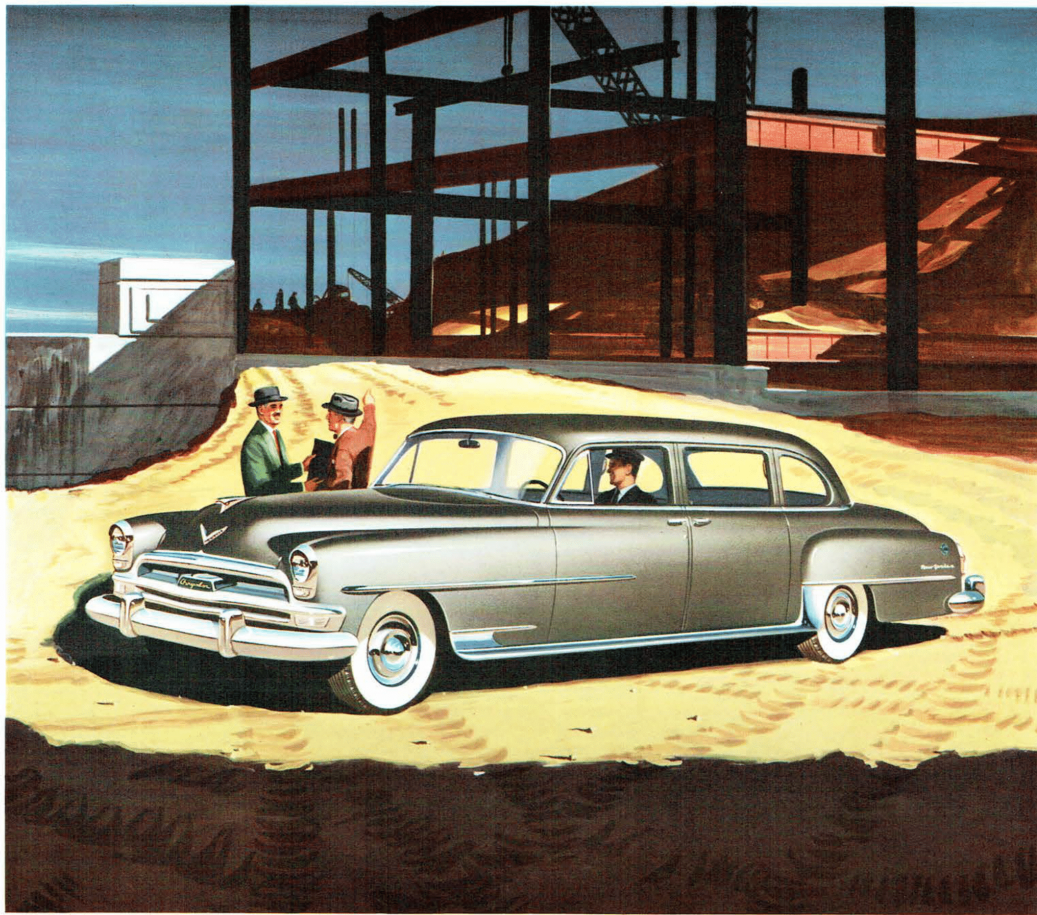
The New Yorker Model is powered by the famous FirePower V8 Engine, with 195 horsepower, which is an actual, and not an "advertised" horsepower. As a matter of fact, these great engines are actually producing more than 195 horsepower, so you can be assured of plenty of *reserve power* that will give you the *greatest safety* on the road, and a performance that is incomparably satisfying under any and all traffic and road conditions. Combined with the efficient FirePower engine is the marvelous new Chrysler PowerFlite Transmission that was designed and developed especially for this engine, which results in the *smoothest flow of power* from the engine to the rear wheels that has ever been produced.



the NEW YORKER CLUB COUPE



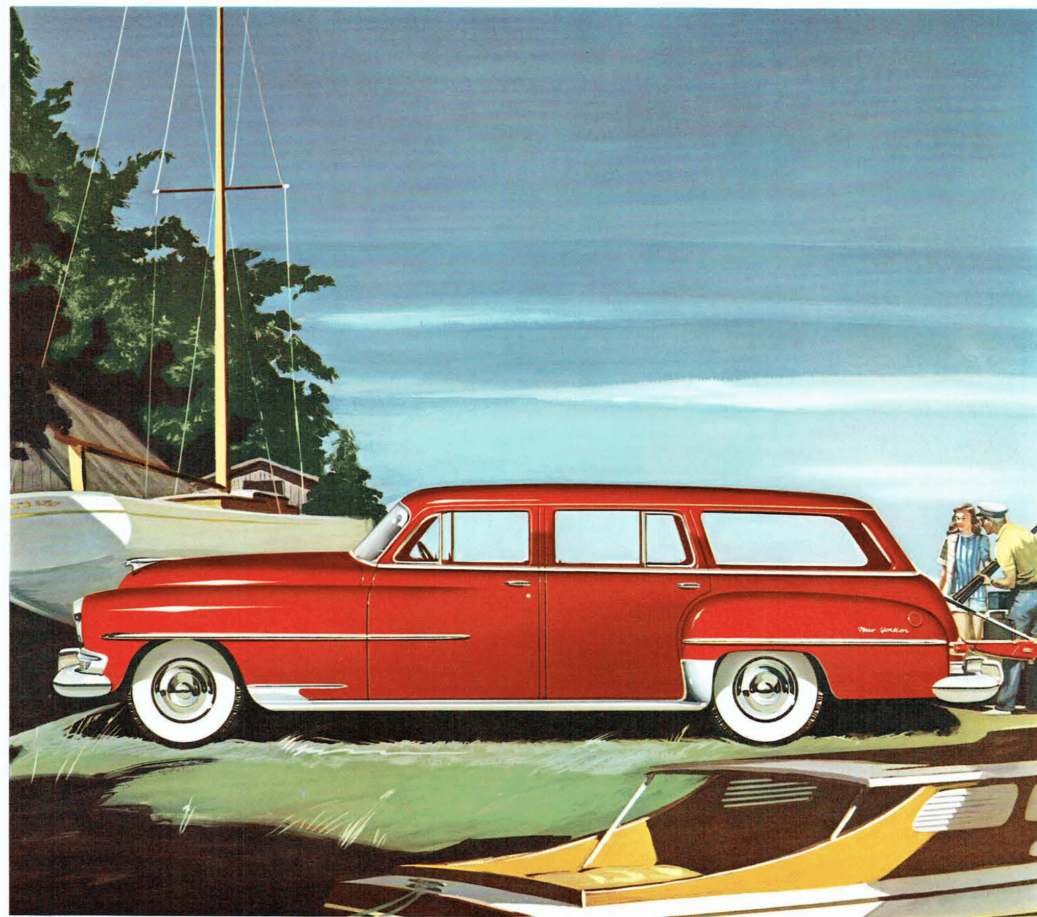
Still another engineering feature of the greatest importance to the car owner, because it concerns his safety, is the Power Brake unit, which was first introduced by Chrysler in 1932. This feature is one of the reasons why the Chrysler Safe-Guard hydraulic braking system is generally regarded as the finest, most efficient, safest and most dependable brakes in the Industry today. And this feature assumes even greater importance with increased horsepower and more and more cars on the road. Power Brakes assure Chrysler owners easier and greater control of the car, in traffic or country driving, on smooth or rough roads, which means *greater safety* at all times. Power Brakes are standard equipment on New Yorker Models.



the NEW YORKER 8-PASSENGER SEDAN



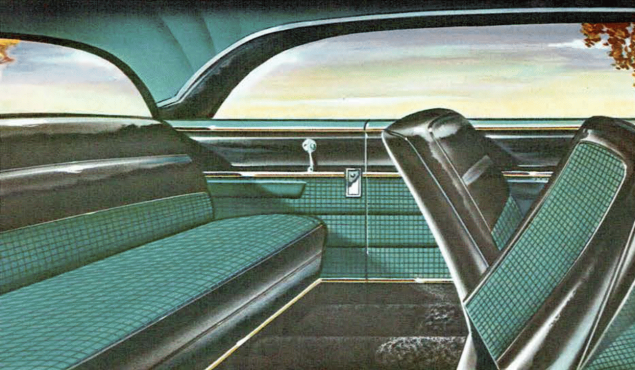
To such outstanding engineering features as the FirePower engine, Power Brakes, Power Steering, the new PowerFlite Transmission, must also be added the Chrysler Safety-Level Ride, which is, we believe, the smoothest, most comfortable, the safest ride you will find in any car on the road today. Scientific weight distribution; independent front wheel coil springs; tapered-leaf rear springs; Oriflow Shock Absorbers; rubber body mountings; sway eliminator; center-arm steering; a rugged, rigid frame; and other design features, all combine to make a Chrysler the easiest riding car, and the easiest car to handle — on rough, or gravel roads, or in city traffic — you will find on the market today. And we suggest you prove it to yourself by *driving* the car.



the NEW YORKER TOWN & COUNTRY WAGON

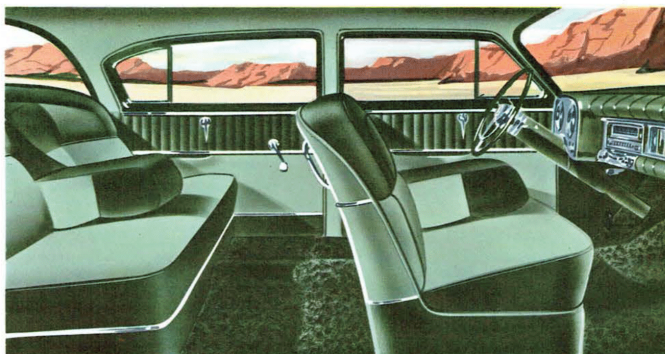


To the well-known fact — “You get the good things first from Chrysler” — we can elaborate that you also get the “smart things” first from Chrysler, as evidenced by the beautiful Town & Country Wagon shown in the illustration above. In this smart, decidedly and distinctively different car, Chrysler designers and engineers have combined the utility of the station wagon with the beauty, comfort, and style of the conventional car. The new All-Steel, four-door body has many ingenious design features which contribute much to its serviceability, and to the comfort and convenience of the driver and passengers. It has large storage capacity — will accommodate three or six passengers, with a special removable seat in the rear for the children.



On the left is one of the gorgeous tailored-to-taste upholstery combinations offered on the New Yorker Deluxe Newport. It is Turquoise Nyplaid with Black Leather. Six Two-Tone Leather combinations are also available on special order.

The luxurious interior of the New Yorker Deluxe Six Passenger Sedan is illustrated below. This harmonious combination is Two-Tone Green Broadcloth, one of four beautiful options for your selection. The center arm rest is standard in both front and rear.



Interiors of Superb Styling



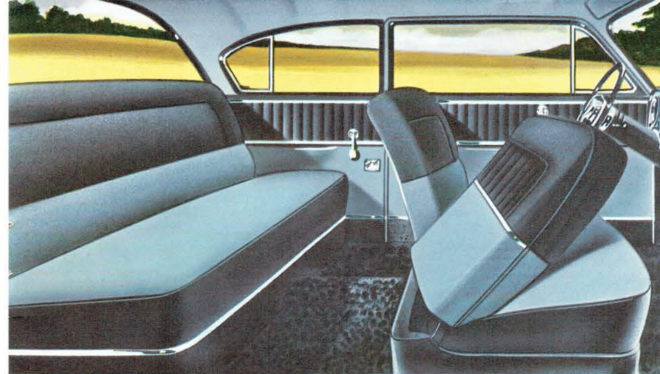
The beauty and charm of Chrysler's tailored-to-taste interiors are very much in evidence in this illustration of the New Yorker Eight Passenger Sedan. This combination is Light Green Puff Nylon.



There is beauty, roominess, and solid comfort in the spacious interior of the New Yorker Club Coupe. Illustrated is the Tan Pillow Puff Nylon and Dark Brown Gabardine upholstery combination, one of four beautiful selections on the New Yorker Club Coupe.

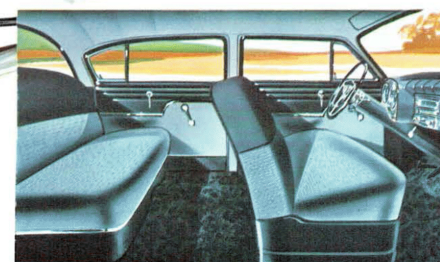
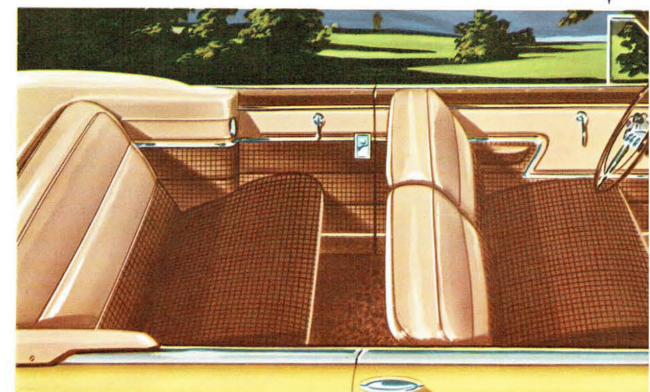


The illustrations above show the seating arrangement of the Town & Country Wagon. Either half, or the entire rear seat can be folded forward, making storage space 47 inches wide, 35 inches high, and 75 inches long (116 inches long with the tail-gate open). The removable seat is available on special order.



On the New Yorker Deluxe Club Coupe, there are four beautiful Two-Tone Broadcloth combinations from which you can make your choice. Illustrated on the left is an exquisite interior, tastefully done in Two-Tone Blue Broadcloth of the finest quality.

Smartly designed, richly tailored, and finished with infinite care and unmistakably good taste, is the interior of the New Yorker Deluxe Convertible Coupe shown below. This rich combination is Cordovan Brown Nyplaid and Beige Leather, one of many selections. All-Leather may be had on special order.

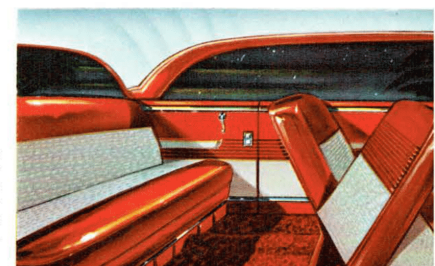


On the left is the interior of the New Yorker Six Passenger Sedan finished in Light Blue Pillow Puff Nylon and Dark Blue Gabardine, one of four smart two-tone combinations offered.



Smart, serviceable, and comfortable is the interior of the New Yorker Town & Country Wagon shown on the left. Two-Tone Brown and Tan Leathercloth.

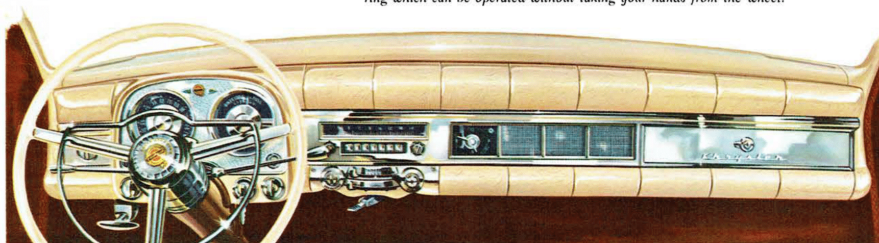
One of the swankiest interiors you will find on any car is the Light Gray Pillow Puff Nylon and Red Leather combination on the New Yorker Newport.



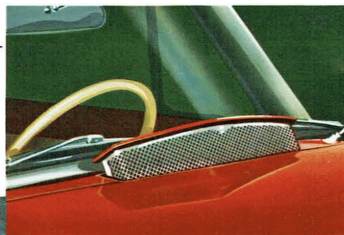


Comfort-Convenience & Safety

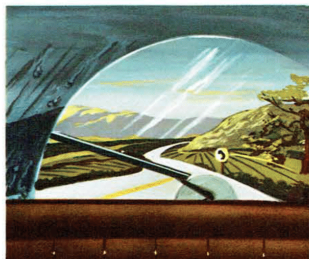
Beautifully designed, with your convenience and safety in mind. Note the heavily-padded Safety Crash cushion that extends across the dash panel for your safety; the convenient location of all switches; the easy visibility of the speedometer dial; and the handy horn ring which can be operated without taking your hands from the wheel.



The Cowl Ventilator is another feature that is practically a "Chrysler exclusive." Fresh air from the ventilator cools both front and rear compartments of the car for your comfort.



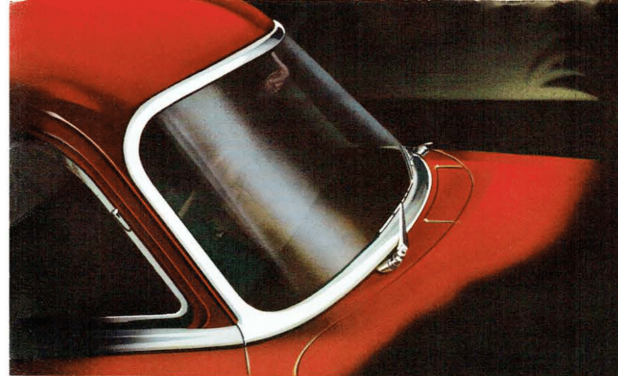
The Windshield Wipers are electrically operated, which insures constant speed — no "slow and fast" motion, depending on the engine speed. There are two speeds — which assures a clear windshield for your safety.



Chrysler originated the full-vision, wrap-around rear window. We call it the "Clearbac," which gives a panoramic view to the rear. Another safety feature of importance to every owner.



Above is the new tail light and directional signal ensemble. And below is illustrated the spacious rear deck compartment which has 38 cubic feet of storage space. The deck lid is counterbalanced.

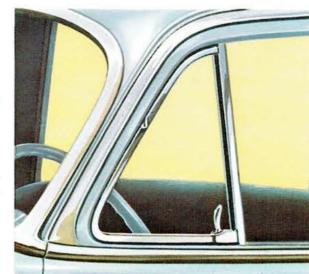


The curved windshield is designed so as to provide distortion-free visibility. The corner posts are narrower, which minimizes "blind spots." With the Chrysler chair-height seats, you have a clear view of the road ahead, to the sides, and, through the rear-view mirror, the traffic behind you.

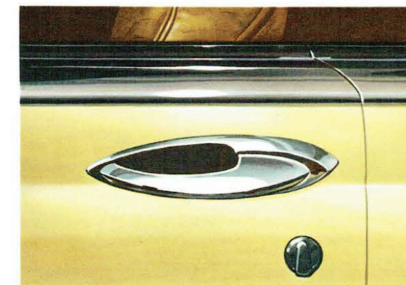
The wide center arm rest is standard in both the front and rear compartments of the New Yorker Deluxe Sedan. It is available on the New Yorker Sedan in the rear, on special order.



The ventilator wing on each side of the car, just behind the windshield corner post, carries a flow of fresh air into the car. The lock is the push-button type, which latches securely against the window divider strip.

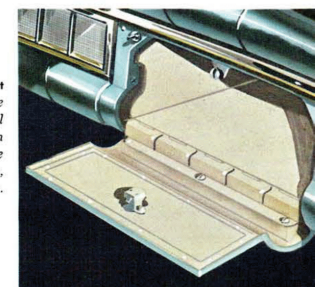


In both the Club Coupe and the Sedan body types, there are rear compartment ventilating wings which effect the flow of fresh air throughout the car. It locks securely against the window frame with a push-button latch.



The door handles are not only beautifully designed, but also, they are serviceable. Merely pull the handle toward you and the massive door swings open easily — and closes securely with little effort.

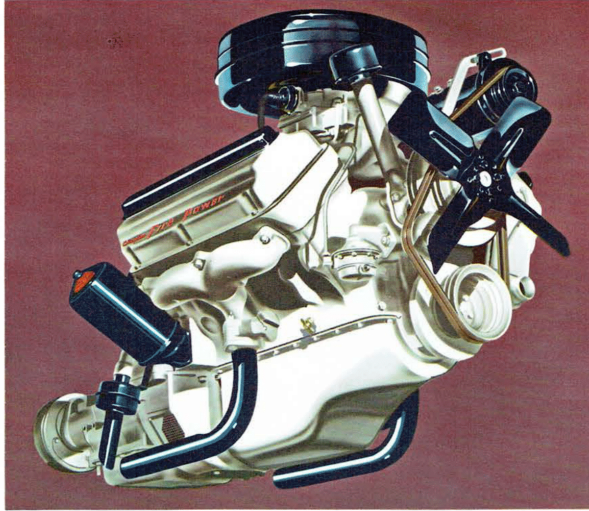
The Glove Compartment on the right side of the dash panel provides ample room for the handy storage of maps, sun-glasses, etc.



TWO FIRE POWER V8 ENGINES

OF UNEXCELLED EFFICIENCY

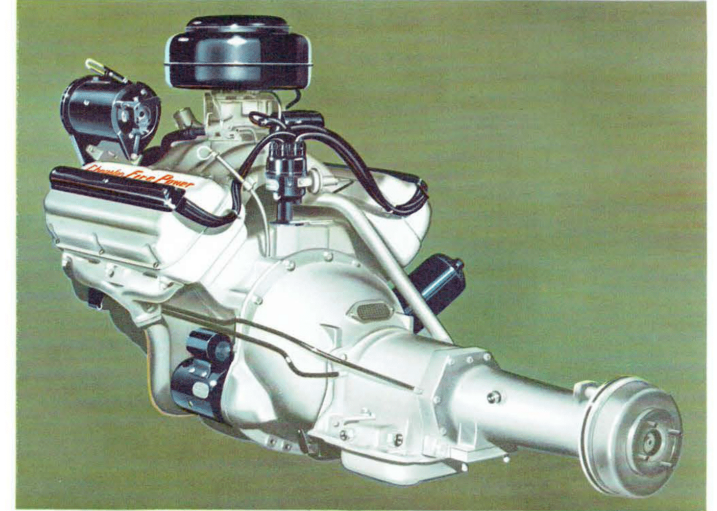
THE 235 HORSEPOWER



The 235 horsepower Chrysler FirePower V8 Engine! — the most advanced design in any car today. Six major modifications on the original FirePower engine result in an increase from 180 to 235 horsepower — with the astonishing torque of 330 foot pounds at 2600 revolutions per minute, which proves the power-output efficiency of this remarkable engine. These modifications are

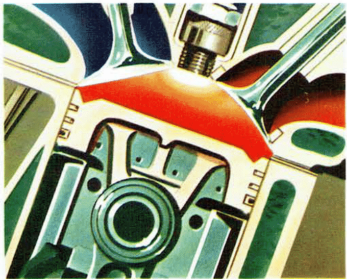
a four-barrel carburetor; larger Air Cleaner; improved intake manifold; larger exhaust manifold system; dual exhaust, and larger intake and exhaust ports. To appreciate the thrilling performance of this engine, you must drive it. When you do, you will know that, in POWER, there is safety — there is performance that gives you the power of leadership.

THE 195 HORSEPOWER

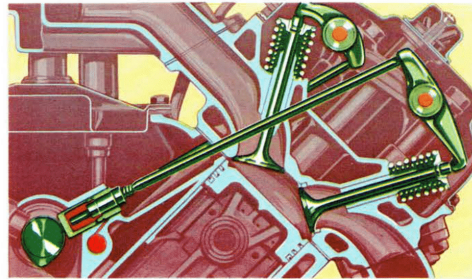


Above is a rear view of the 195 horsepower FirePower V8 engine that gives the New Yorker Model such marvellous performance — a worthy stable-mate of the great 235 horsepower FirePower engine. This view also shows the new fully-automatic PowerFlite Transmission and the independent Parking Brake located on the transmission drive shaft. The several outstanding

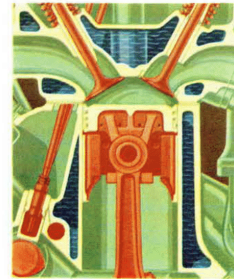
engineering and design features of the FirePower engine, which are described on these pages, are, of course, to be found on both the engines. The increase in horsepower on the New Yorker engine, from 180 to 195 horsepower, was accomplished chiefly by enlarging the intake valve and port diameter by $\frac{1}{8}$ of an inch, and the exhaust valve and port diameter by $\frac{1}{4}$ of an inch.



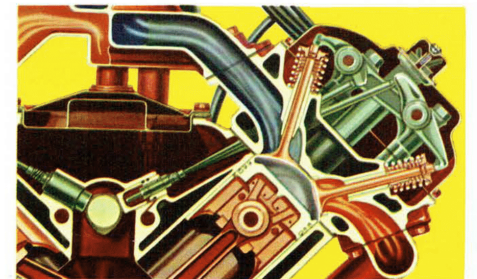
The Hemispherical Combustion Chamber, the heart of the engine, and the secret of FirePower's great efficiency and performance. This ideal design, with the lateral valve arrangement and centrally-located spark plugs, gives almost perfect combustion; gets more power out of the fuel; is practically free from carbon; and results in smoother, quieter performance throughout the entire power range, even with non-premium grade fuel.



One of the reasons for the brilliant performance of the FirePower engine is the Chrysler-perfected Valve Train, the finest and most efficient ever developed for a V8 engine. The lateral valve arrangement, in contrast with the longitudinal arrangement that is used on other V8 engines, provides the maximum amount of space for large valves, and also permits direct-flow and unrestricted intake and exhaust valve porting. The overhead valves are actuated by push rods and rocker arms, operated on twin rocker shafts to drive the valves — one push rod and rocker arm operate the intake valve, and another the exhaust valve.



Above is a cross-section of the cylinder head with the large water passages over the hemispherical combustion chamber, around the valve guide bosses, and surrounding the cylinder wall. This efficient cooling results in lower valve operating temperatures, which increases valve life and insures smoother, quieter operation.



Another outstanding design feature of the FirePower engine is the unique and efficient manifolding of each cylinder, including, of course, both the intake and the exhaust manifolds. The illustration above shows very graphically how the air and fuel mixture flows downhill from the carburetor through the large intake valve port into the Hemispherical Combustion Chamber — and then downhill again out the large exhaust valve port and into the exhaust manifold. This superior manifolding contributes to the amazing smoothness, quietness and power flow of the engine at all speeds.

MECHANICAL *Features*

POWERFLITE—THE FINEST AUTOMATIC TRANSMISSION— ANOTHER GREAT CHRYSLER ENGINEERING ACHIEVEMENT!

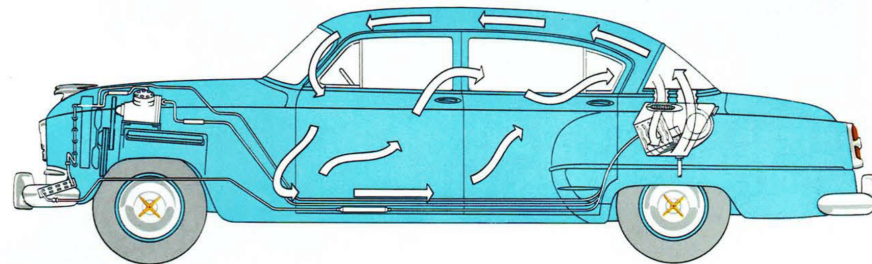
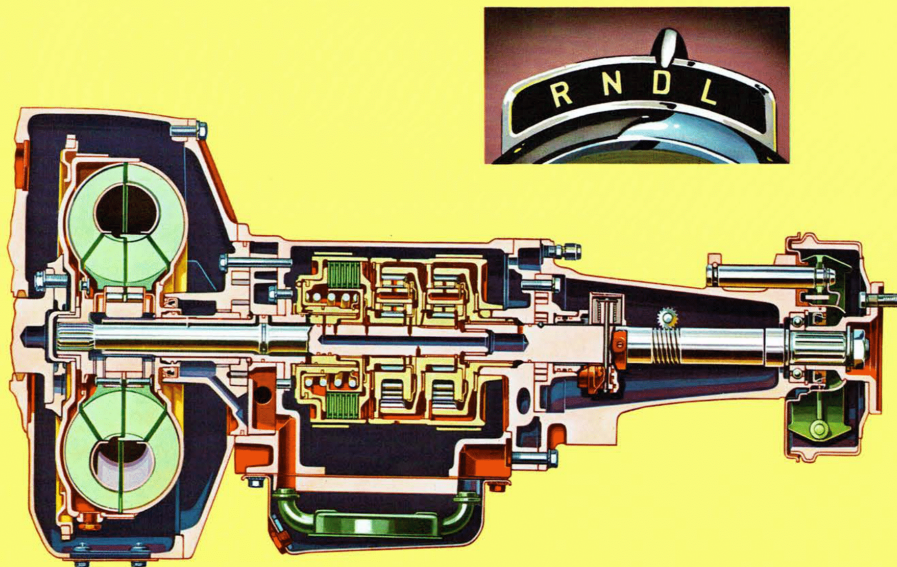
The smoothest, the most efficient, and the most effective flow of power from the engine to the rear wheels, is one of the reasons why PowerFlite, Chrysler's great, new fully-automatic transmission — is creating such a furor among engineers, the automobile industry, and motorists, who have driven, or have heard about this fine mechanism. It is the result of eight years of research and development and it is an engineering achievement that ranks with the famous Chrysler FirePower Engine.

PowerFlite is the ideal combination of a high-performance torque converter and a simple, automatic two-speed planetary gear box—a combination which provides exceptional accelerating ability with remarkable smoothness and quietness throughout the entire power range.

The planetary gears have a 1.72 to 1 torque ratio at the lower speed, and the torque converter has a ratio of 2.6 to 1, which gives PowerFlite a torque multiplication of 4.47 to 1, when starting in the "Drive" position. This is greater than any other automatic transmission built today, which insures a *break-away performance of satisfying swiftness!* The Safety-Selector Quadrant—on the steering column—has four letters, R-N-D-L, to

indicate Reverse—Neutral—Drive—and Low range, and the reason we call it "Safety-Selector" is because Neutral and Drive shifts are on one plane—and Reverse and Low shifts on another plane—which eliminates the possibility of accidentally shifting, when underway, from forward to reverse, which can (and has) happened on other makes of fully-automatic transmissions. In order to shift to Reverse or Low, you must lift the Safety-Selector lever *up*, and *toward* you. Such an arrangement enables you to make any or all the movements of the Safety-Selector lever with *certainty and safety*, without even glancing at the letters on the quadrant. It also permits easy, quick, and safe "rocking" of the car to get out of mud or gravel, by alternately shifting the car from Low to Reverse. Yes, of course, a PowerFlite-equipped car can be started by pushing. All you do is merely put the Safety-Selector lever in Neutral, and when a speed of about 25 mph is attained, shift to Low Range.

PowerFlite was designed and perfected for the great Chrysler FirePower Engine, making a perfect combination of power production and power transmission that is without equal in any car today—a fact you can easily prove to your complete satisfaction by driving the car.



CHRYSLER AIRTEMP AIR CONDITIONING FOR YOUR COMFORT

The Chrysler car air conditioning system was designed and perfected by one of the foremost home and commercial air conditioning companies in the Industry—Chrysler Airtemp, a subsidiary of the Chrysler Corporation.

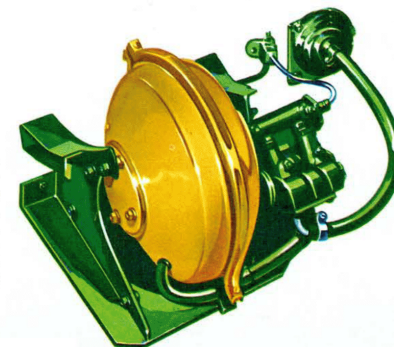
This new unit has the outstanding quali-

ties of exceptionally fast cooling of the car—simple operation—the effective circulation throughout the car of fresh, cool, filtered and dehumidified air; trouble-free operation; and a neat, compact design that is attractive in appearance and takes up the minimum amount of usable trunk space.

Chrysler Full-Time Power Steering—Chrysler—the first—and still the best, and the safest Power Steering unit on the market today. This unit makes parking a simple matter, with practically no exertion whatever. It makes driving in traffic much easier, much less nerve-racking. And it makes driving on the open road so effortless that you can drive all day and into the night with a surprising absence of fatigue or road weariness.



Power Brakes—for your Safety—Chrysler Power Brakes not only greatly reduce the effort or pedal pressure, necessary to brake the car safely, under all conditions, but also, they greatly improve brake stability, pedal reserve, and the resistance to fade—each of which gives an added margin of safety that is enjoyed by Chrysler owners. This added braking assistance gives the driver complete confidence in his power to stop the car quickly, easily, and safely, without skidding or swerving. Again, we suggest—Drive a Chrysler and learn the Difference!

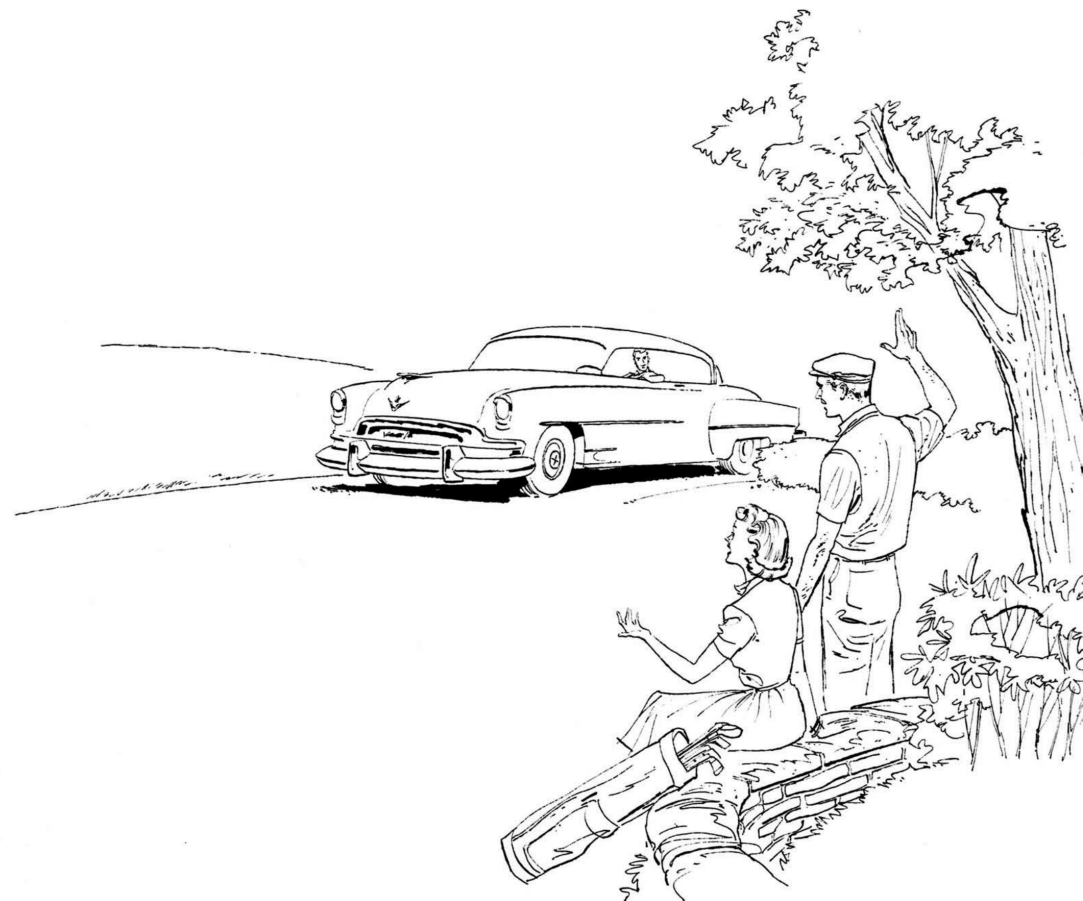


SPECIFICATIONS

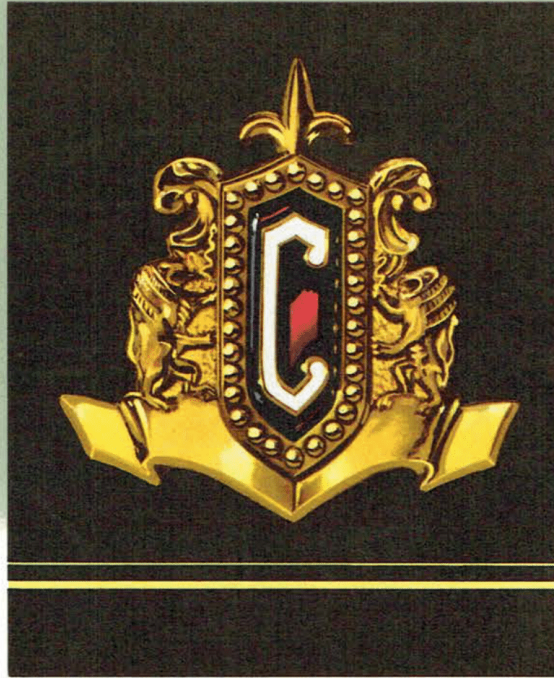


Body Styles	New Yorker — 6 Passenger Sedan, Club Coupe, Newport (hardtop), Town & Country Wagon and 8 Passenger Sedan. New Yorker Deluxe — 6 Passenger Sedan, Club Coupe, Newport and Convertible Coupe.	Hotchkiss type through rear springs. Hypoid rear axle. Rear axle ratio 3.36 to 1.	Drive
		Independent front wheel with Anti-Roll suspension. Solid-Feel Ride. Amola steel helical coil springs. Oriflow Shock Absorbers. Four rubber limit bumpers. Rubber-bushed torsion rod stabilizers.	Front Suspension
Engine	New Yorker — FirePower 90° V8. Overhead Valves. Bore & Stroke 3-13/16 in. x 3 3/8 in. Compression Ratio 7.5 to 1. Displacement 331.1 cu. in. Brake Horsepower 195 at 4400 rpm. Torque 320 ft. lbs. at 2000 rpm. New Yorker Deluxe — FirePower 90° V8. Overhead Valves. Bore & Stroke 3-13/16 in. x 3 3/8 in. Compression Ratio 7.5 to 1. Displacement 331.1 cu. in. Brake Horsepower 235 at 4400 rpm. Torque 390 ft. lbs. at 2600 rpm. Four Barrel carburetor with mechanically operated secondary draft system and automatic lock-out of secondary system during choke and warm-up period.	Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated, permanently lubricated liners. Straddle-mounted Oriflow Shock Absorbers. Improved spring front mountings. Heavier side rails and front crossmember of frame.	Rear Suspension
	Both engines feature the Hemispherical Combustion Chamber with Lateral Valve Arrangement and Centrally Located Spark Plugs. 3 Rings per piston. Full-Pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof Ignition. Polynomial Cam design. Full-Flow Oil Filter. Oil-Bath Air Cleaner. Full-length Water Jacket Cooling. Twin Concentric Valve Springs. Integral Automatic Choke.	Center-arm steering with equal length tie rods. Overall steering ratio 25.8 to 1. (16.2 to 1 with Power Steering). Power Steering available at extra cost on all Body Styles.	Steering
Fuel System	Four Barrel Carburetion on New Yorker Deluxe. Dual on New Yorker. Down-draft carburetors. Water-jacketed throttle body. Oilite fuel filter in gas tank. Capacity 20 gallons.	Chrysler Safe-Guard Hydraulic. 12 in. diameter internal-expanding, with 2 cylinders on front wheel brakes. Cyclebonded brake lining. Power Brakes, vacuum-operated, standard equipment. Parking Brake — Chrysler Easi-Lock Independent, internal-expanding located on transmission drive shaft.	Brakes
		Safety-Rim wheels. 15 x 5.50 with 4 ply Super-cushion 8.00 x 15 tires. (8.20 x 15 on 8 Passenger Sedan). Chrome Wheel covers standard equipment. Chrome Wire Wheels available at extra cost.	Wheels and Tires
Cooling System	Thermostatic by-pass control. Four-bladed fan (six-blade with Air Conditioning). Fin and Tube type radiator core. Pressure vent radiator cap. Capacity 25 qts.	125 1/2 inches. (139 1/2 in. 8 Passenger Sedan).	Wheelbase
		Front 56-5/16 inches — rear 59 inches.	Tread
PowerFlite Transmission	Fully-automatic torque converter with planetary gear set. Torque converter starting ratio 2.6 to 1 combined with planetary ratio to give 4.47 to 1 breakaway ratio. Upshift from 15 to 65 mph. Automatic downshift at 11 mph. Instantaneous passing gear. Standard equipment on all New Yorkers.	215 inches. (226 in. 8 Passenger Sedan).	Overall Length
		77 1/2 inches. (80 in. 8 Passenger Sedan).	Overall Width
Electrical System	High capacity generator, 45 ampere. 19 plate 135 amp. hr. 6 volt capacity battery. 14 mm. Long-Reach Resistor Spark Plugs. Waterproof Ignition. Back-up Lights. Directional Signals. Solenoid-engaged, Ignition-key Starter Switch. Sealed-Beam, Bulls-Eye Headlights. Electric two-speed Windshield Wipers. Electric Clock. Cigar Lighters. Electric Window Lifts available at extra cost on all Body Styles.	(Loaded) — 62 1/2 inches. (68 in. 8 Passenger Sedan).	Overall Height
		Heat-resisting and glare-reducing. Available on all Body Styles at slight extra cost.	Solex Glass
		Available on all Body Styles except Convertible Coupe and Town & Country Wagon at extra cost.	Air Conditioning

All prices and specifications subject to change without notice.



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